



## THE ACCOMMODATION PROGRAM

September 24, 1996

Mr. Mike Monroe  
BPA of Minnesota  
400 Central Avenue, E.  
St. Michael, MN 55376

Dear Mike:

I'm sorry I missed meeting you at this year's SBPAE meeting during Bowl Expo. However, I wanted to forward to you one of The Accommodation Program's newest resources, which can assist you in providing added value to bowling centers within Minnesota.

Enclosed is a copy of The Accommodation Program's new customer service video entitled "By the Book" which your membership can use to:

- Educate staff on enhancing customer service.
- Separate non-smoking and smoking areas including lane and concourse areas.
- Improve the overall comfort of their establishment.

The video brings to life how to implement the steps discussed in the "How to Become an Accommodating Bowling Center" Source Book -- one video scenario of particular interest to the bowling industry features The Accommodation Program "in action" at a bowling center.

As you know, The Accommodation Program is committed to the bowling industry and to your members. The comprehensive source book, coupled with this video and the array of bowling specific signage are just a few of the items that we can offer to you and your members absolutely free of charge.

If you are interested in offering The Accommodation Program to your members as an added value customer service program, or if you have any questions, please contact either me at (212) 878-2043 or our representative at Burson-Marsteller, Rachel Miller, at (412) 394-6642. We will work with you to send information on The Accommodation Program to your members, such as the enclosed brochure, which details the program and available resources -- including our video!

I look forward to working with you and your members.

Sincerely,

Eric Ostern  
Manager, The Accommodation Program

Enclosure



*It's A Welcome Solution*